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**Ultimat Frames invests in Fujifilm Acuity Prime 30 to support business growth and expand product line**

*The award-winning flatbed printer has enabled the company to print to a much more diverse range of substrates*

UK-based frame manufacturers Ultimat Frames has invested in a Fujifilm Acuity Prime 30 printer to support the expansion of its business and broaden its product offering.

Established in 2004, Ultimat Frames manufactures and installs bespoke frames for businesses operating in the fine art and hospitality sectors.

Dru Cook, Managing Director at Ultimat Frames, sought the Acuity Prime to print on a wider variety of materials and gain new business opportunities. He found that the flatbed printer delivered on quality and versatility, as well as offering impressive return on investment.

Cook commented: “I wanted to expand Ultimat Frames’ product offering beyond standard printing and framing, and we knew investing in a UV printer would help us achieve this. The Acuity Prime has enabled us to create the high end, high quality products that we’re known for, and print on many more substrates – including glass.”

Confirming Fujifilm as a trusted partner, Cook adds: “Fujifilm has been extremely supportive throughout the sales and installation process, with frequent interaction, including site visits and technology support. If I were to invest again, I’d come to the same conclusion.”

Cook also says that since investing in the Acuity Prime, the company has received orders for a variety of new applications, including substrates such as glass, leather, wood and acrylic. This has enabled the company to expand its product offering to high-end feature pieces, and durable artwork for hotels and cruise ships. The Acuity Prime was able to print direct to the substrate, reducing previous substrate size limitations, and has opened the door to working collaboratively with self-published artists to create new forms of presentation, thereby elevating their artwork and value.

Andy Kent, Division Manager, Fujifilm Graphic Communications UK adds: “We’re delighted that such a huge range of businesses continue to see the production and business benefits of our wide format technology. Thanks to their Acuity Prime investment, Ultimat Frames now has the capability to print on more substrates than ever before, and they can do so cost-effectively and at exceptionally high levels of quality – opening up a raft of new business opportunities.”

**ENDS**

**About FUJIFILM Corporation**

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built up a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.

**About FUJIFILM Graphic Communications Division**

FUJIFILM Graphic Communications Division is a stable, long term partner focussed on delivering high-quality, technically advanced print solutions that help printers develop competitive advantage and grow their businesses. The company’s financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing. These include pre-press and pressroom solutions for offset, wide-format and digital print, as well as workflow software for print production management. Fujifilm is committed to minimising the environmental impact of its products and operations, proactively working to preserve the environment, and strives to educate printers about environmental best practice. For more information, visit fujifilm.com/uk/en/business/graphic, or youtube.com/FujifilmGSEurope or follow us on @FujifilmPrint.

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